

Fig. 1

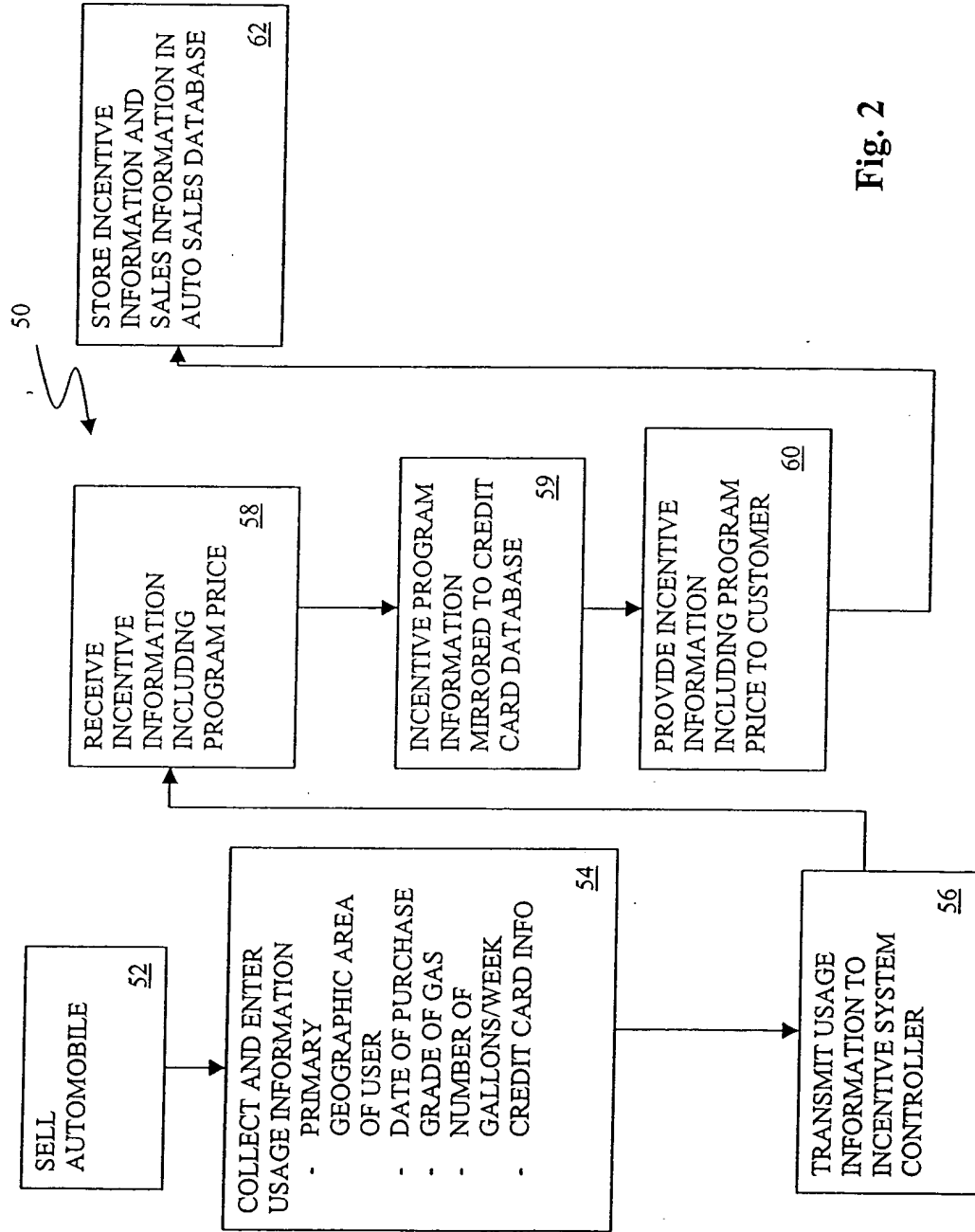


Fig. 2

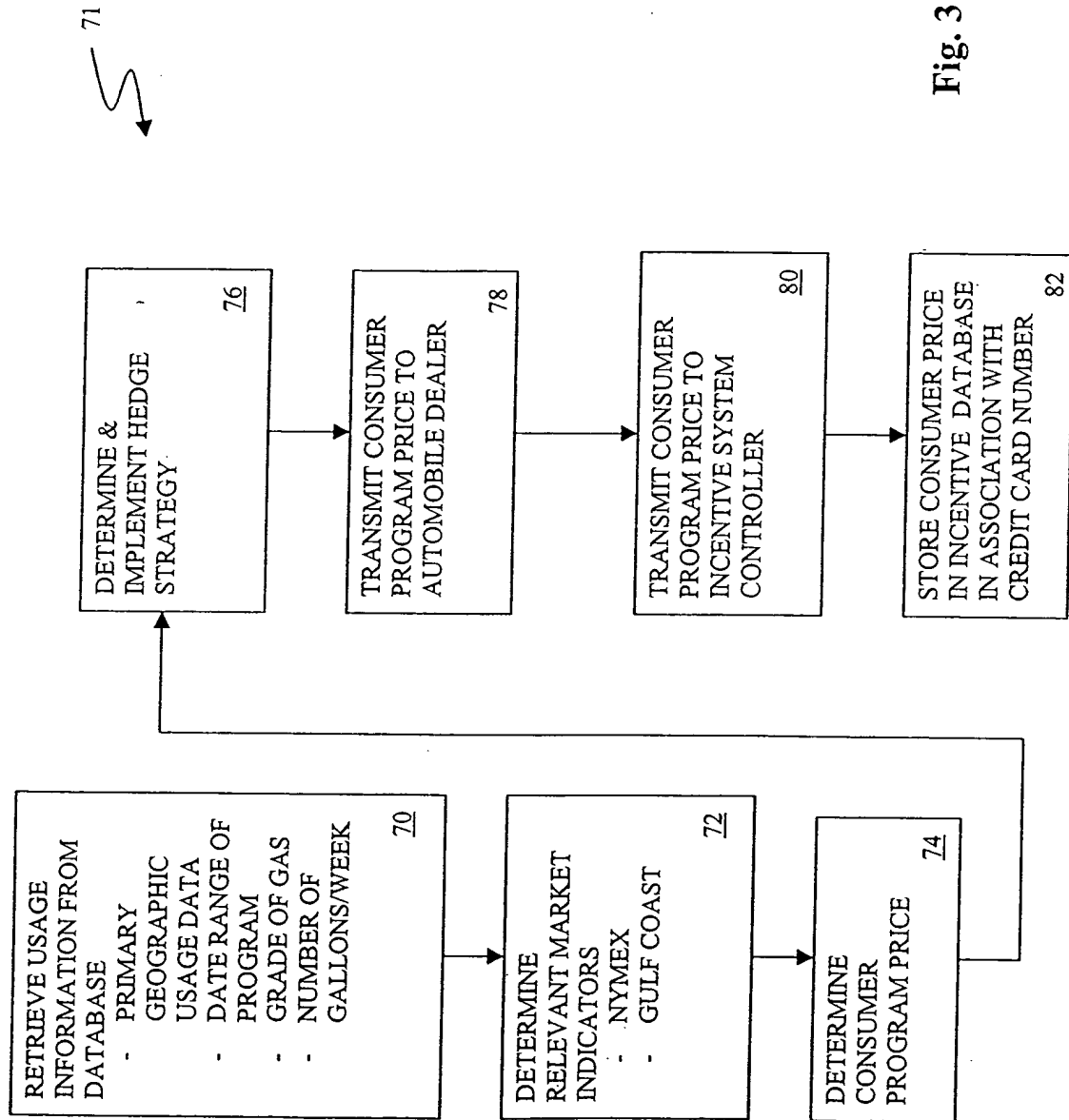


Fig. 3

90

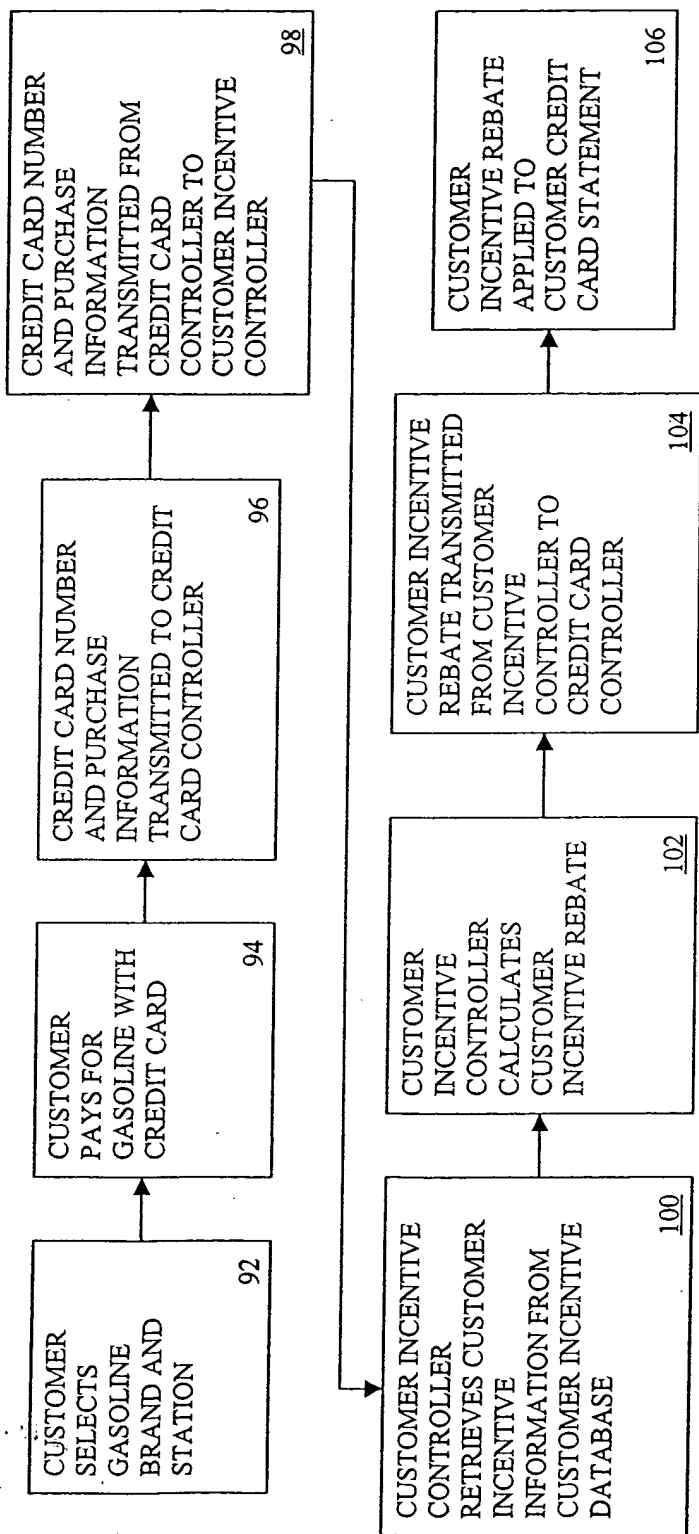


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

| CUSTOMER NAME | CREDIT CARD INFORMATION | GAS GRADE         | GAS QUANTITY      | PROGRAM PRICE | GALLONS USED THIS MONTH | DATE INFORMATION                  |
|---------------|-------------------------|-------------------|-------------------|---------------|-------------------------|-----------------------------------|
| JOHN SMITH    | 123-4567-8910           | 89 OCTANE BRAND A | 40 GALLONS/MONTH  | \$1.50        | 15                      | PURCHASE DATE, PROGRAM DATE RANGE |
| JANE DOE      | 234-5678-9101           | 90 OCTANE BRAND A | 100 GALLONS/MONTH | \$1.60        | 40                      | PURCHASE DATE, PROGRAM DATE RANGE |

Fig. 5

GASOLINE PURCHASE DATABASE RECORD 40

|     | 40A              | 40B                        | 40C          | 40D                            | 40E                  | 40F           |
|-----|------------------|----------------------------|--------------|--------------------------------|----------------------|---------------|
|     | CUSTOMER<br>NAME | CREDIT CARD<br>INFORMATION | GAS<br>GRADE | GALLONS OF<br>GAS<br>PURCHASED | RETAIL<br>PUMP PRICE | TAXES         |
| 41A | JOHN SMITH       | 123-4567-8910              | 89           | 10                             | \$2.00/GALLON        | \$0.15/GALLON |
| 41B | JANE DOE         | 234-5678-9101              | 90           | 20                             | \$2.25/GALLON        | \$0.20/GALLON |

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

| CUSTOMER<br>NAME | CUSTOMER<br>INFORMATION<br>& CREDIT CARD<br>NUMBER | CUSTOMER<br>INCENTIVE<br>INFORMATION                         | INCENTIVE<br>DATE<br>INFORMATION       | AUTOMOBILE<br>SALES<br>INFORMATION                        |
|------------------|--|--|--|---|
| JOHN SMITH       | 123-4567-8910                                      | 89 OCTANE/40<br>GALS. PER<br>MONTH/\$1.50 +<br>TAXES/GALLON  | PURCHASE<br>DATE,<br>PROGRAM<br>LENGTH | SUV MODEL ABC,<br>RED, 4WD,<br>OPTION<br>PACKAGE Z        |
| JANE DOE         | 234-5678-9101                                      | 90 OCTANE/100<br>GALS. PER<br>MONTH/\$1.60 +<br>TAXES/GALLON | PURCHASE<br>DATE,<br>PROGRAM<br>LENGTH | SPORTS SEDAN<br>MODEL BCD,<br>YELLOW, OPTION<br>PACKAGE L |

Fig. 7

110

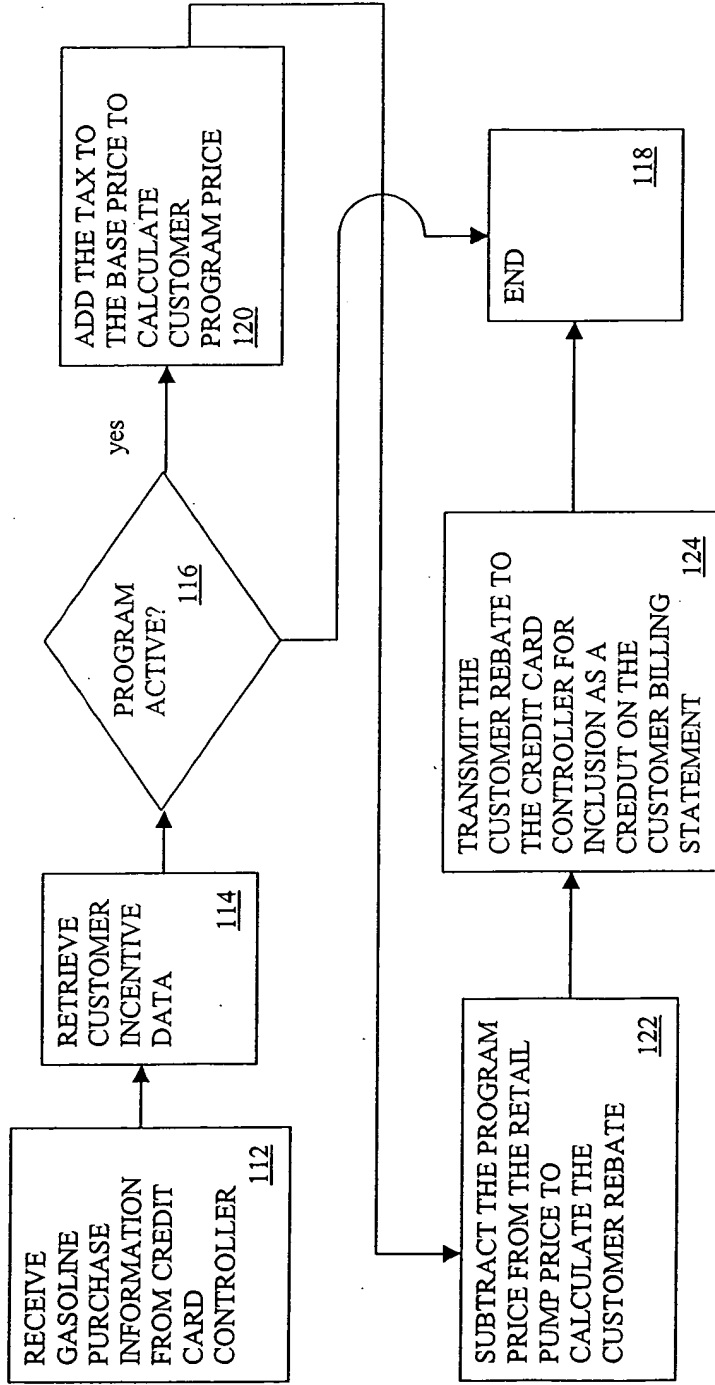


Fig. 8



SAMPLE CALCULATION SPREADSHEET 111

| VARIABLE                       | COST OR QUANTITY | DESCRIPTION OF VARIABLE OR CALCULATION                       |
|--------------------------------|------------------|--|
| GASOLINE QUANTITY              | 15 GALLONS       | QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP                |
| RETAIL PUMP PRICE/GALLON       | \$2.00           | RETAIL PRICE PAID AT PUMP                                    |
| TAXES/GALLON                   | \$0.20           | TAXES IN RETAIL PRICE  |
| TOTAL CUSTOMER RETAIL PRICE    | \$30.00          | GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON                 |
| PROGRAM PRICE/GALLON           | \$1.50           | AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE  |
| TOTAL CUSTOMER INCENTIVE PRICE | \$25.50          | (PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY      |
| REBATE TO CUSTOMER             | \$4.50           | TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE |

Fig. 9

CREDIT CARD DATABASE RECORD 32

| 32A                  | 32B                                    | 32C                             | 32D                                 | 32E   |
|----------------------|--|---------------------------------|-------------------------------------|---|
| CUSTOMER<br>NAME     | CUSTOMER<br>CREDIT CARD<br>INFORMATION | INCENTIVE<br>PROGRAM<br>MEMBER? | INCENTIVE<br>PROGRAM<br>INFORMATION | OTHER<br>CUSTOMER<br>INFORMATION            |
| 33A<br>JOHN<br>SMITH | 123-4567-8910                          | YES                             | AUTOMOBILE<br>MANUFACTURER A        | ADDRESS,<br>ACCOUNT<br>INFORMATION,<br>ETC. |
| 33B<br>JANE DOE      | 234-5678-9101                          | YES                             | AUTOMOBILE<br>MANUFACTURER A        | ADDRESS,<br>ACCOUNT<br>INFORMATION,<br>ETC. |

Fig. 10